

## ENTREPRENEURIAL LEADERS PROGRAMME (ELP)

OXFORD, AUGUST 12<sup>TH</sup> – 18<sup>TH</sup>, 2018

### COVER LETTER FROM ROB WILDEBOER TO ACCOMPANY DOCUMENT ON CARDUS, AUGUST 27, 2018

Here are some materials to distribute to the ELO Oxford Group reflecting a few follow up thoughts from the conference, in the context of the following comments.

1. The conference was inspirational from many perspectives. One of the greatest takeaways for me involved the tremendous commitment of individuals to some great causes, that we heard about in snippets. I would like to hear about some of these in more detail over time, so that if there are events, connections to make etc and I can help, I would love to be of assistance.
2. In that vein, I mentioned, along with some others, the work of Cardus. Attached is a short description of what it is involved with. If anyone is interested in getting (more) involved or more info, I can set something up. one of the key things Cardus is doing is emphasizing that Christian thought has a place in the public square and in developing institutions and policy. Bringing Christians together can only help that. Cardus has a wide variety of Christian faith groups represented on its board and on staff, fyi.
3. We talked a lot about culture, and corporate culture. I have been spending a lot of time on it at Martinrea, and in other organizations also, frankly. The videos below come from our recent leadership conference, where we had 130 leaders in our company attend a three day offsite, and we talked about many things, but I really focused on our culture, which includes a basic cornerstone of applying the Golden Rule in our organization—a Christian concept that has business implications too. I think that our thinking also focuses on having a more “female” perspective in business, and providing meaningful work to millennials as well as other groups in a company. happy to share these videos. One is a short intro to the conference, one is a wrap up where you can see some teambuilding, and one is my presentation on culture that is hopefully helpful to some.

Videos related to Martinrea culture:

<https://vimeo.com/266921483>

<https://www.dropbox.com/s/10gmlx6g0a1w4ld/03%20-%20Our%20One%20Martinrea%20Culture.mp4?dl=0>

<https://vimeo.com/266897179>